

**Project „Latvian - Estonian Common Military Heritage Tourism
Product” EST-LAT 156**

On-line kick-off meeting minutes

Participants:

1.	Asnāte Ziemele	Latvian Country Tourism Association "Lauku Ceļotājs"
2.	Kristīne Pētersone	Latvian Country Tourism Association "Lauku Ceļotājs"
3.	Juris Smaļinskis	Latvian Country Tourism Association "Lauku Ceļotājs"
4.	Lauma Strode	Latvian Country Tourism Association "Lauku Ceļotājs"
5.	Jana Kalve	Kurzeme planning region
6.	Aiga Petkēvica	Kurzeme planning region
7.	Inga Brieze	Rīga Planning Region
8.	Iveta Eizengrauda	Rīga Planning Region
9.	Raitis Sijāts	Vidzeme Tourism Association
10.	Jānis Sijāts	Vidzeme Tourism Association
11.	Alise Plaude	Vidzeme Tourism Association
12.	Dace Klāmane	Medical Rehabilitation Centre Līgatne
13.	Inese Okonova	Medical Rehabilitation Centre Līgatne
14.	Kaspars	Medical Rehabilitation Centre Līgatne
15.	Ieva Dreibante	Amata Municipality
16.	Liene Johansone	Olaine History and art museum
17.	Samanta Anna Priedīte	Olaine History and art museum
18.	Kaspars Špēlis	Ikšķile municipality
19.	Anna Īviņa	Ikšķile municipality
20.	Mārtiņš	NGO "Mores muzejs"
21.	Anta Brača	NGO "Mores muzejs"
22.	Alise Indriksone	Engure municipality
23.	Ināra Stalidzāne	Carnikava municipality
24.	Lana Radčenko	Saldus Municipality
25.	Solvita Ūdre	Ventspils Museum
26.	Ilva Zavicka	Ventspils Museum
27.	Raina Jeeberg	Municipality of Lääne-Nigula
28.	Anu Viltrop	Estonian War Museum
29.	Lili Kask	Panga Areng MTÜ

30.	Maili Roio	National Heritage Board of Estonia
31.	Anton Parn	Foundation Haapsalu and Läänemaa Museums
32.	Deana Poder	Foundation Haapsalu and Läänemaa Museums
33.	Kati Aus	Visit Saaremaa
34.	Merily Marienhagen	Setomaa Municipality Government
35.	Raili Mengel	ERTO
36.	Katrin Papp	ERTO
37.	Silja Lehtpuu	ERTO
38.	Margit Säre	Peipsi Center for Transboundary Cooperation
39.	Ain Tahiste	NGO Hiiumaa Military History Society
40.	Vineta Šnore	Information and Consultation Point in Rīga
41.	Inese Nikopensius	Joint Secretariat

Info from the programme

Inese Nikopensius, Programme Consultant, Estonia-Latvia programme, Joint Secretariat

Points important to follow:

- Suggest every partners read at least once again Application form, what exactly every partner is doing with paying big attention to own budget, activity description, what is promised etc.
- She also suggests reading again Program manual with all annexes.
<https://estlat.eu/assets/upload/For%20projects/Programme%20Manual%205th%20call%20revised%20February%202020.pdf>
- Reports will be checked according to application form – so every word what is written there is important and will be taken into account in report. If there are any changes needed there can be deviation and clarifications, but JS have to be informed before them.
- If there are any questions about AF, Inese Nikopensius is always contactable inese.nikopensius@estlat.eu, but first - via Lead Partner;
- If there are changes – in case of minor changes partner informs LP and describes the situation in report section deviations. In bigger changes partner have to make request for changes, and JS with Monitoring Committee will make a decision (via LP).

Visual rules of the project: using programmes logo, poster, reference

Vineta Šnore, Programme Consultant, Estonia-Latvia programme, Information and Consultation Point in Rīga

- Publicity guidelines
[https://estlat.eu/assets/upload/For%20projects/NEW_Publicity_Guidelines_171120_17_final%20\(2\).pdf](https://estlat.eu/assets/upload/For%20projects/NEW_Publicity_Guidelines_171120_17_final%20(2).pdf)
- Vineta Šnore is responsible about project communication to the public and can be contacted with questions if something is unclear vineta.snore@estlat.eu, first – via LP
- Partner website – each partner must have info about the project in their webpage. Logo must be above, visible without scrolling. Example here <https://www.celotajs.lv/en/project/24?5&lang=en>
- A3 project poster must be in Office and during the project logos must be used in any activities or in any installed object.
- Please follow the requirements how the logos and disclaimer must be used.
- Suggestion to Latvian partners to write press releases in English and share with Estonians so that the communication goes well in both countries. Press releases must be at least at the start and the end of the project.
- Project can be communication also with help of hash tags *#estlataction* and *#estlat*

Project presentation: activities, tasks, communication, time table

Asnāte Ziemeļe, Lauku ceļotājs, Lead partner

- Condition questions have been solved. Two questions should be clarified during project – about building permission for two partners. Conditions are all sent to all partners, but are also put in EMs.
- Tax debts are checked and are fine with all partners.
- Project partners – blue coloured partners are Regional partners/Soft partners, and Black coloured partners are Investment partners. All partners will be communicated the same way. Regional partners are coordinators of the area around region, to keep together partners and sites and object that will join the project.
- It is estimated to attract 150-170 objects around both countries, but it can be more or less than that.
- There are criteria created to choose the sites for the project, and there is territory of the program in which the sites should be in. There can be sites also outside territory, but it has to be agreed with the JS, if they are important to the project and these periods of history of the project.
- If there is any object that comes up and it is outside territory it has to be sent to the LP to negotiate with JS for approving it. But there will be no investments in these sites. The map in the presentation is only a draft, it can be different during the project, but those are approximate objects identified.
- Once the site is chosen, it has to apply for at least one of the periods of the project; There can be more than one periods that it could apply, than the stories must be about each period. Ain from Hiiumaa will help with descriptions of the periods. Some Latvian experts will also be contracted for different tasks within the project life time.

- There are some criteria that the site should refer, but they are too strict at the moment, partners will discuss the criteria more on the 22.04. meeting – plan the next steps to get the final product definition. There could be two levels of the products.
- There is Ain Tahiste from Hiiumaa and Anu Viltrop from Estonian War museum, they are in partnership and they can be contacted for help for history questions from partners side.
- Kaspars Spelis from Ikskile municipality advises himself if there is help needed for history questions.
- Two last months at the end of the project are not so crucial for project activities anymore, they can be used for reporting. If needed, there can still be some activities done in these months.
- There are nine periods of reporting, with 4 months per period.
- If one partner is late for the report, than all partners have to wait while this partner submits the report, and that way also progress report can be late and the payments are late for everyone. So please, all partners, submit your reports in time, so that there are no delay.

Management:

- A.M.1. Management group forming – 4 pers. from LV, 6 pers. from EE (LV P1, 2, 5, 10, EE P3, 6, 21, 22, 23, 9(?)). Management group is sometimes needed when crucial questions have to be resolved. These partners have to be decided in each country. Have to be agreed on the meeting on 22.04. Management group meetings can be done in addition of the partner meetings if needed, but it has to be agreed with JS. They can be also face-to-face meetings, not only Skype. Steering group are strategic organizations to be involved in project that helps to solve different situations and can be adviser from the outside of the project. 2 pers. from LV and 2 pers. from EE. Have to be agreed on the meeting on 22.04.
- A.M.2. All partner situations will be solved with LP, but because there are so many partners, there are two communications levels. In LV side there are Regional partners (VTA, KPR, RPR) that can be contacted by Investment partners, and will help to solve any questions before LP. In EE side there is Estonian National coordinator ERTO that can solve specific Estonian questions.

Product development:

- A.T1.2. Networking workshops should be organized each in different sites involving the local people and stakeholders – who know the sites, remember the stories, know the history, to grow the project.
- A.T1.3. For onsite visits a template will be prepared to ensure consequent data and who does what and visits which site.

- A.T1.4. Partners can help with the ideas for visual identity. What do we expect to see in the logo and as the identity of the project?
- A.T1.5. Study trip to the Lithuania/Poland will be postponed to spring 2021. It has to be put in Deviation of the report.
- A.T1.6. Description of all the objects will be translated in 5 languages, but the story of the object will be translated automatically with online translator. Touring routes will be developed after the sites are approved and put on the map. 10 routes will be developed.
- A.T1.7. There will be website developed with all the information about project, objects, stories, routes, etc. Partners with IT solutions have to carefully read what they have promised to do in the Activity Form in IT solutions and it has to **be done**. If something changes or there are something else that partners want to do, partners have to inform LP and JS, because these changes have to be approved first to costs be eligible. **Not all the work that has to be done by each partner is mentioned in „Infrastructure and work” budget line, but also can be put under external expertise. Partners, mentioned for IT solutions, have to check especially what is mentioned for activities for IT and the budget line External expertise.**
- T1.8. and A.T1.9. All the activities for „Investments” are the main core of the project, with the stories, pictures, history, memories and descriptions. Everything done here is the main project product. If there are any changes – again – as soon as it is know it has to be communicated to LP and JS.
- A.T1.10. Homework for the Partners (PP2, PP6, PP10) with info stands – some stands were not decided where they will be put. Some have building notice and some not. Now have to decide where they will be put and finish with the building documentation.

Marketing and communications:

- A.T2.1. Marketing publications: Image brochure for wide distribution in the events, fairs; Tourism guide is comprehensive materials - the main outcome of the project in printed form.
- A.T2.2. Web platform. All partners please come up with some ideas for the domain. We have some suggestions already. This will be discussed in 22.04.
- A.T2.3. Important fairs will be held in Germany, because Germans are the main audience of this product. Contacts with European Organizations – before going to any events, they have to be specified and discussed with JS (locations, events topics etc), in case if it is needed for request for changes.

- A.T2.4. If any public event is happening outside the project territory it has to be again agreed with LP and JS. Public events can be visited if they are relevant to the project and important for the project result.

Regional partner contacts:

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Next tasks and deadlines:

- 1ST report – by 18.05.2020 (sample texts – by end Apr will be sent by LP)
- Info on project in partners websites
- steering group – by end Apr (from ERTO + LC info)
- next partner meeting dates – 17.04. and 22.04.2020
- national events: - spring 2021
- product development and networking workshops – asap.
- object onsite visits: info template – sent by LC for 22.04. discussion
- visual identity – by sept 2020
- IT solutions (activity A.T1.7.) – domein ideas: baltic.army; balticmilitary.eu; balticmilitary.travel; balticmilitary.org
- Investments –arrangements for building documents, procurement, etc.
- Info stands – arrangements for building documents, etc.
- Reports will be checked exactly as promised in the AF (both description and budget explanations).

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This information reflects the views of the author. The managing authority of the programme is not liable for how this information may be used.